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ORDER

Print Date 10/26/12

Page 1 of 4

Flight Dates 10/23/12-10/29/12

Contract / Revision 308896 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 10.23-10.29.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1566

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$28,708.75	\$33,775.00	0.00	10/01/12	10/28/12	28	\$28,708.75	\$33,775.00
November 2012	3	\$2,465.00	\$2,900.00	0.00	10/29/12	10/29/12	3	\$2,465.00	\$2,900.00
Totals	31	\$31,173.75	\$36,675.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
2	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1				\$225.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
E 3	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$900.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			



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Page 2 of 4

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Hiatus Dates

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Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 10.23-10.29 Estimate # 1566

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
7	WCPO	10/24/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--W----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$1,200.00		0.00			
E 8	WCPO	10/25/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	---T---	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
9	WCPO	10/26/12	10/26/12	M-F 1-2p M-F 1-2p	CM	1258-2p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					1	\$800.00		0.00			
10	WCPO	10/24/12	10/29/12	M-F 3-4p M-F 3-4p	CM	3-4p	--W----	1:00	1	\$650.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$1,300.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
12	WCPO	10/23/12	10/23/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$1,500.00		0.00			
14	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MT-----	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$4,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
16	WCPO	10/24/12	10/24/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	--W----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$900.00		0.00			
E 17	WCPO	10/25/12	10/25/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	---T---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$900.00		0.00			
18	WCPO	10/26/12	10/26/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					1	\$1,500.00		0.00			
E 20	WCPO	10/28/12	10/28/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$450.00		0.00			
E 21	WCPO	10/23/12	10/25/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	---T---	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$700.00		0.00			



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Page 3 of 4

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Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 10.23-10.29 Estimate # 1566

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 21	WCPO	10/23/12	10/25/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	---T---	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
23	WCPO	10/24/12	10/26/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	--W----	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00						
25	WCPO	10/29/12	10/29/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
26	WCPO	10/29/12	10/29/12	M-F 1202-107a Jimmy Kimmel M-F 1202-107a Jimmy Ki	CM	1202-107a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
E 27	WCPO	10/27/12	10/27/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$750.00		0.00						
28	WCPO	10/28/12	10/28/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$300.00		0.00						
30	WCPO	10/24/12	10/24/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,000.00		0.00						
E 31	WCPO	10/25/12	10/25/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,000.00		0.00						
32	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$450.00		0.00						
E 33	WCPO	10/25/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	---T---	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$3,000.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
34	WCPO	10/23/12	10/29/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$450.00		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
E 35	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	1:00	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$1,800.00		0.00						
36	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	1:00	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00

